

RE: RE: 53 Reasons to Shop DTLA

Subject: RE: RE: 53 Reasons to Shop DTLA
From: "Henna Sherzai" <HSherzai@downtownla.com>
Date: 07/06/2016 12:10 PM
To: "Carol Schatz" <cschatz@ccala.org>

Hi Carol,

I have some ideas about how we can promote Cinnia's content, including:

- Revamp the shopping page of our site to include her map and list of retailers. We could use some help here. It's one of our top 10 visited pages but needs more useful content.
 - o <https://www.downtownla.com/explore/shopping/directory>
- Stock the "53 Ways to Shop" map in our new kiosk
- Promote the new page on social media and tag Cinnia's social media handles

Please let me know if I should reach out to Cinnia directly to discuss further.

Thanks,
Henna

From: Carol Schatz
Sent: Thursday, June 30, 2016 2:27 PM
To: Cinnia Finfer <cinnia@thefinfergroup.com>
Cc: Henna Sherzai <HSherzai@downtownla.com>; Nick Griffin <NGriffin@downtownla.com>; Shawn Bratton <sbratton@ccala.org>; Lena Mulhall <lmulhall@ccala.org>
Subject: RE: 53 Reasons to Shop DTLA

Hi Cinnia,

I'm so happy to get this email as I misplaced your business card and I wanted to follow-up on our conversation at the Bisnow event. This is a great map and it really helps our marketing efforts. I'd like to have a more specific conversation with our marketing staff about this and possible other uses. Everyone's out of the office at the moment so I'd like to get back to you next week if possible.

Best,

Carol

Carol Schatz
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From: Cinnia Finfer [<mailto:cinnia@thefinfergroup.com>]
Sent: Friday, June 24, 2016 3:35 PM
To: Carol Schatz
Subject: 53 Reasons to Shop DTLA

Hi Carol ,

We spoke briefly and the Downtown Renaissance breakfast.

I mentioned this shopping map during our conversation. Now in its 6th edition, this map, published by Brigade LA (510 7th Street), is the most current accounting of contemporary apparel and accessory boutiques in DTLA from the Arts District to South Park. MAHER is South Park is slated to open next week.

I presented it this week at the Downtown Marketing Roundtable and wanted to be sure it was on your radar.

In addition to a hotlink on the store's website that has been optimized for mobile, we have configured a PDF that prints out on legal sized paper for easy copying by the hotels, condos and tourism board.

<https://www.brigadela.com/53-reasons-shop-dtla>

<https://app.box.com/s/nwrq0se0zp0xhtv8vr544dspd8izwhog>

Thanks for taking a look.

Cinnia

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